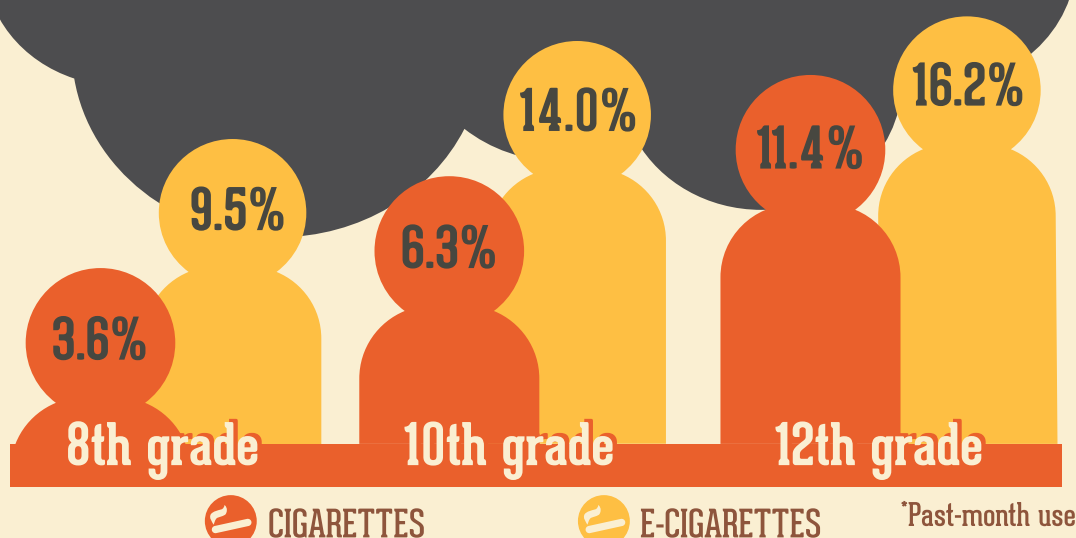


Teens and E-cigarettes

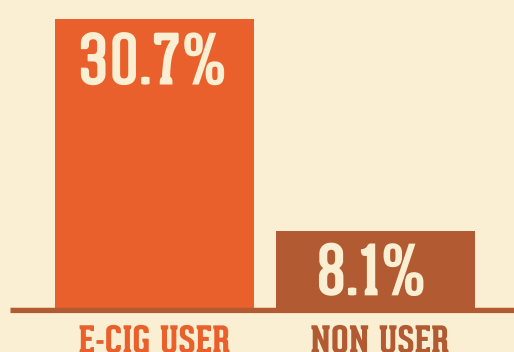
TEENS ARE MORE LIKELY TO USE E-CIGARETTES THAN CIGARETTES.*¹



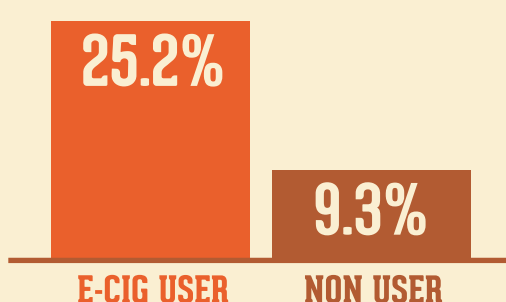
2X
as many boys use
e-cigs as girls

TEEN E-CIG USERS ARE MORE LIKELY TO START SMOKING.*²

Start Smoking Within 6 Months

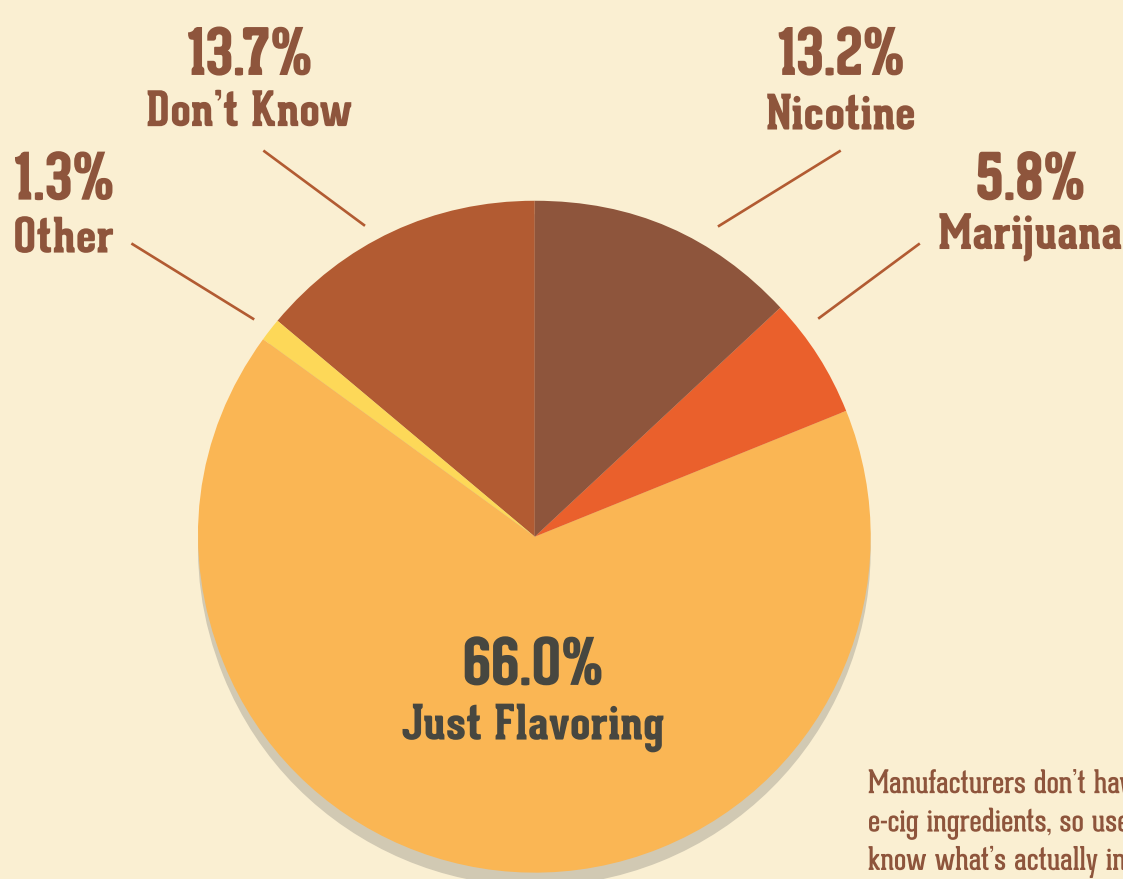


Start Smoking Within 12 Months



*Includes combustible tobacco products [cigarettes, cigars, and hookahs]

WHAT DO TEENS SAY IS IN THEIR E-CIG?³



HIGH TEEN EXPOSURE TO E-CIG ADVERTISING¹



7 in 10
exposed to ads

